INNOVATIVE SMOKING ARTICLES

Articles which employ novel approaches to offer the satisfaction of smoking, accompanied by perceived health or social benefits.

Status:

An innovative article employing a carbon heat source was introduced in test market by R. J. Reynolds Tobacco and subsequently withdrawn. Reynolds has indicated plans to introduce these articles in Europe. Other tobacco companies are investigating this area. Non-tobacco companies (including Proctor and Gamble) may also have an interest.

Likely Scenario:

It is likely that either a tobacco company or a drug company will introduce an innovative smoking or aerosol inhalation device to the market during the plan period. It could be reasonably successful.

Alternate Scenarios:

Consumer product or drug companies may (1) be unable to develop an acceptable product or (2) judge the market to be unacceptable. In that case, there will be no introductions of novel devices.

Or, several consumer product or consumer electronics companies may introduce devices, making the products a "commodity."

R&D Response:

We must continue our product development activities aimed at initial introductions in 1992-93 and at the marketing of a technologically advanced "ultimate" product by 1999.

We must also continue careful monitoring of developments to avoid technical or business surprises. Technologies for small electrical storage devices with high energy/power capability and for the high speed manufacture of heater arrays will be particularly important.

2021391701

Source: https://www.industrydocuments.ucsf.edu/docs/zqkl0000